Hands On

November / December
2005

issue no. 6

The Newsletter of the American Massage Therapy Association®

AMTA Reaches Out to Members in Need

The devastating effects of Hurricane Katrina touched many lives. Like many professional associations, AMTA, its members, chapters and industry suppliers wanted to help in some way.

Robin Ann Schafer provides massage to a relief worker in Alabama.

In the wake of Hurricane Katrina, AMTA used broadcast e-mail and its web site to keep as many members as possible aware of the situation in the affected areas. All updates are available in the Newsroom of the AMTA web site, www.amtamassage.org.

AMTA's Board of Directors made several commitments to help members affected by Hurricane Katrina re-establish their practices. At the AMTA National Convention in Albuquerque, New Mexico, the AMTA Michigan Chapter coordinated special Massage Emergency Response Team (MERT) training. Members donated more than $3,000 through the New Mexico Chapter toward a National plan to offset AMTA dues and chapter fees for members in the affected areas. AMTA will match funds raised through this chapter program, up to $50,000.

In addition, AMTA coordinated the creation of a Practitioner Member Rebuilding Kit, which includes basic equipment and supplies to help members whose practices were destroyed. The products, some donated by leading companies, are being sent to members in the affected areas to help them get started again.

AMTA also opened its online Career Center to all, offering free listings for open massage therapy jobs and for members to post their resumes. The association has actively encouraged massage businesses and schools to hire members from the devastated region. (See page two for a full account of AMTA's relief efforts.)

We are still collecting stories from our members about their experiences. If you want to share your experience with the effects of the storms, please contact Valerie Danner at vdanner@amtamassage.org or 877-905-2700, ext. 176.

Rebuilding: The First Steps

In the immediate weeks after such a disaster, basic everyday necessities—food, shelter, connection—are the priority, says Eve A. Wood, MD, author of *Medicine, Mind and Meaning: A Psychiatrist's Guide to Treating the Body, Mind and Spirit* (In One Press, LLC, May 2004).

She also suggests the following ways to start healing:

- Allow grief its place, but don't let it paralyze you.
- Be sure to count your blessings.
- Maintain hope and ask for what you need.
- Be sure to think: One day at a time.
- Celebrate every tiny accomplishment…the road to rebuilding is long but every single step counts.
- Consider what has given you strength, courage and comfort at other times in your life and see how you can apply the lessons of your history to your present troubles.
- If you believe in God, pray. If you do not, nurture your spirit in other ways that work for you.
- Remember that there is light at the end of the tunnel, and that many of us in the light right now are anxious to connect with you in your darkness and help you through.
- Figure out how you can turn your loss into a gift. What can you learn, change or transform as a result of your experience? How can you use your experience of loss to make the world better for others?

Hands On
The Newsletter of the American Massage Therapy Association

November / December 2005

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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

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PRESIDENT'S LETTER

Picking Up the Pieces After the Hurricane

The traumatic and devastating effects of Hurricane Katrina have affected millions. AMTA joins the millions of Americans in our concern for those who lost loved ones and those who face the challenges of re-establishing their lives after Hurricane Katrina. Like the rest of the population in the affected areas of Louisiana, Mississippi and Alabama, many AMTA members lost their homes and their livelihoods.

As a community of healers, AMTA recognizes and supports the many ways massage therapists responded to both the initial disasters and to the needs of people trying to regain health, hope and normalcy. AMTA members provided massage to Red Cross volunteers, initial responders and some evacuees to help them cope with their physical and emotional stress.

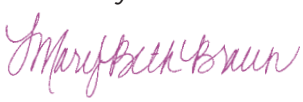
After Hurricane Katrina, AMTA began a series of e-mail communications and postings on its web site to inform members of safety issues in the affected areas and how they could best work with relief agencies. The association re-established communications with chapters and gathered information on the well-being of members and their needs. The good news is that we have every reason to believe that all of our members survived the storms.

Mississippi members, working through the Red Cross, traveled to the Gulf Coast and provided massage to relief workers at a fire department and later at a command center. The AMTA Mississippi Chapter worked closely with the Mississippi State Department of Health to coordinate deployment of other massage therapists to the Gulf Shore. The Louisiana Chapter focused its resources on the immediate needs of members most affected by the storm and received a request from the Department of Health & Hospitals to provide massage to relief workers. In Alabama, members continue to provide massage to relief workers in limited areas.

Now it is time to rebuild.

AMTA members have demonstrated courage and caring throughout the hurricane and have reached out to their fellow practitioners. Starting over is never easy. But, support for each other will go a long way toward the renewal of lives and careers.
Check the AMTA web site for updates regarding Hurricane Katrina efforts.

Make Today Your Best!



Mary Beth Braun
AMTA President

47 Million People Received a Massage Last Year, According to AMTA Consumer Survey

AMTA's 2005 Annual Consumer Survey shows that 47 million people had a massage in the past 12 months. This is an increase of two million over last year. The nation-wide survey reveals that massage therapy continues to gain momentum with consumers.

The survey also indicates why more Americans are seeking massage therapy and how they view it among other therapies. When asked what form of relief gave the greatest relief from pain, massage and medication tied (28 percent for both), followed by 11 percent reporting chiropractic therapy, 8 percent physical therapy and 3 percent acupuncture. This represents a big gain for the effectiveness of massage for pain relief (compared to 21 percent in 2004) and a drop for medication (33 percent in 2003). Seventy-three percent of those polled would recommend massage therapy to someone they know. This represents an eight-point increase over a year ago, demonstrating consumer confidence in massage as a part of a healthy lifestyle.

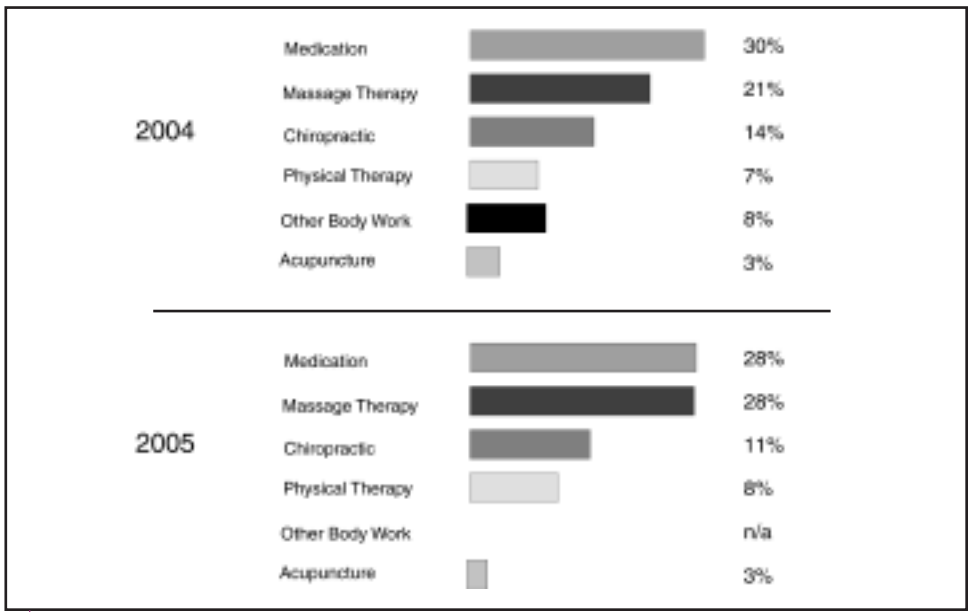
The overall benefits of massage continue to be strong with 90 percent of adults believing that massage can be beneficial to their health and 93 percent believing it can be effective in reducing pain.

The continued increase in positive media coverage of massage therapy has undoubtedly contributed to these consistently high responses. Only 27 percent think massage is just a luxury.

This marks the ninth year that AMTA has commissioned Opinion Research Corporation to conduct the consumer survey, with telephone interviews taking place from August 11-14, 2005. The survey was taken from a sample of 1,014 adults comprised of 506 men and 508 women, 18 years of age or older, living in private households in the continental United States. The sample responded to a variety of questions about their use and their views of massage therapy. (The margin of error is +/- 3 percent.)

More details about the results of the consumer survey are available on the AMTA web site, www.amatmassage.org, or by calling Karla Karapetian in the National Office at 877-905-2700, ext. 133.

The next issue of *Hand On* will feature consumer survey information about views of massage therapists, consumer experiences with massage therapists and what motivates consumers to use massage therapy.



Two million more consumers received massage in 2005 than did in 2004. Massage also tied with medication for what gave consumers the greatest relief from pain.

AMTA Supports You: Reach for Professional Excellence

Truly reaching professional excellence as a massage therapist takes several ingredients: professional credibility, continuing education and information resources. Put them all together, and you have your AMTA membership.

What does "Reach Professional Excellence with AMTA" mean for you? Simply that AMTA will continue to advance the profession, enhance the knowledge and skills of massage therapists nationwide and support scientific research, while providing best practices and business development resources.

One way AMTA is doing this is through its new Education Center, scheduled to debut in mid-November. The Education Center is an online campus offering you one-stop access to a variety of new and ongoing CE opportunities, including:

- New NCBTMB-approved online courses;
- New peer-reviewed library of materials at special member discounts;
- Links to all AMTA meetings and local Learn 'n Earn events.

Launching with the Winter 2006 issue of *Massage Therapy Journal*—in your mailbox by the end of November—will be NCBTMB-approved continuing education (CE) courses right at your fingertips! Read the course in *MTJ*. Then head over to www.amtaonlinetraining.org to answer questions about the course and earn CE contact hours. Members only pay $12 per contact hour.

To find out more about additional member benefits, go to the Members Section at www.amtamassage.org and click the "Benefits" link. Check back often, as we're continually adding more benefits to help you reach professional excellence.

fingerprints

Balance Day Spa Gives to Hurricane Katrina Victims

Felicia Brown and her colleagues at Balance Day Spa donated 10 percent of massage and spa sales to raise money for those affected by Hurricane Katrina. The spa also served as a drop point for other supplies.

Balance Day Spa in Greensboro, North Carolina, helped Hurricane Katrina victims in a number of ways. The spa, which was founded by member Felicia Brown (NC), donated 10 percent of all massage and spa sales on September 4-5 to the American Red Cross.

Several spa employees also added to the efforts by donating a portion of their tips on those days. The total contribution topped out at nearly $500. The spa also continued to act as a collection point for material goods such as blankets, clothing and other needed supplies that will be delivered to the areas hit by the storm. Spa employees and clients also generously donated funds to help the family of another staff member whose parents, sister and nieces live in New Orleans.

"It is a wonderful feeling to know that our entire staff has helped to inspire giving to the relief efforts on many levels. Clients really responded to our community involvement. We hope to continue making a difference in this and other causes we feel passionate about," Brown says.

As a part of the ongoing relief effort, Brown and new spa owner, Adriane Witcher, have launched another promotion offering discounts on services and products to Balance Day Spa clients who make a donation to the American Red Cross while in the spa.

For more information about either promotion, please contact Felicia Brown at 336-508-0790 or FBRown6886@aol.com.

Colorado Therapists 'Got Games'

The AMTA Colorado Chapter organized sports massage for the State Games of America (SGA) held in Colorado Springs on July 28-31. The State Games of America is the premier, multi-sport, national event for athletes of all ages and abilities held every two years. This year, SGA was combined with Colorado's Rocky Mountain State Games.

Seven therapists from Colorado volunteered their time for two days at the track and field venue working more than 170 sessions ranging from 10-20 minutes.

"It was a great opportunity to introduce young athletes to massage, as well as be available to those who already use massage on a regular basis," states Gay Koopman (CO), director of the AMTA Colorado Chapter Event Sports Massage Team. "Since these were nationals, we directed athletes and parents to the AMTA web site to find a therapist in their area."

The chapter plans to continue this volunteer event for the Rocky Mountain Games and encourages other chapters to look into their state games. Some 9,000 athletes competed in the SGA with competition taking place in 24 sports. The primary venue was the United States Air Force Academy with competition also taking place at Fort Carson, Phil Long Expo Center, Cheyenne Mountain Resort and other venues in Colorado Springs, Monument and Pueblo.

The national event will return to Colorado Springs in 2007, and Koopman would like to expand the number of therapists by inviting volunteers from surrounding areas to participate.

AMTA Creates Consumer Awareness

Consumer Segment to Air on Dish Network in November

AMTA is producing a one-minute consumer education segment on 20 channels of the Dish Network throughout November. The segment will focus on the benefits of massage, what to expect from a massage and what a consumer should know about massage. It will highlight the *AMTA Find a Massage Therapist®* national locator service and will direct consumers to the AMTA web site or toll-free number to find a qualified AMTA member in their area.

The spot is designed to motivate both first time clients, as well as those who have made massage a regular part of their healthy lifestyles. The goal is to reach a large audience, but remain focused on channels whose viewers are most receptive to massage therapy. This is part of AMTA's national initiative to create a consumer preference for AMTA members.

The cable channels are divided into specific audience groups. The first is called the News Cluster and includes CNN, MSNBC, Bloomberg, CNBC, Court TV, FOX News, Headline News, The Weather Channel and ESPN News. The second group is referred to as the Women's Cluster and includes Lifetime, Food Channel, WE, HGTV, Style, Discovery Home, Lifetime Movie Channel, Do It Yourself, SOAP and Discovery Health.

The spot will air once each day between 7 p.m. and midnight (CST) on each of the Women's Cluster channels, November 6-12. It will also air the following week on the News Cluster channels between 7 p.m. and midnight CST. The spot will also air additional times on Lifetime and Discovery Health.

Air Times

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Discovery Health (3 p.m.-7p.m.)	2	3 Discovery Health (3 p.m.-7 p.m.)	4	5 Discovery Health (3 p.m.-7 p.m.)
6 Women's Cluster (7 p.m.-midnight)	7 Women's Cluster (7 p.m.-midnight)	8 Women's Cluster (7 p.m.-midnight)	9 Women's Cluster (7 p.m.-midnight)	10 Women's Cluster (7 p.m.-midnight)	11 Women's Cluster (7 p.m.-midnight)	12 Women's Cluster (7 p.m.-midnight)
13 News Cluster (7 p.m.-midnight)	14 News Cluster (7 p.m.-midnight)	15 News Cluster (7 p.m.-midnight)	16 News Cluster (7 p.m.-midnight)	17 News Cluster (7 p.m.-midnight)	18 News Cluster (7 p.m.-midnight)	19 News Cluster (7 p.m.-midnight)
20	21 Discovery Health (3 p.m.-7 p.m.)	22 Lifetime (3 p.m.-7 p.m.)	23 Lifetime (3 p.m.-7 p.m.)			

*All times are Central Standard

Note: Only people who receive their TV signals from Dish Network will be able to se these segments

AMTA Now Accepts NCCAOM-ABT Certification

If you are Nationally Certified in Acupuncture and Oriental Medicine-Asian Bodywork Therapy (NCCAOM-ABT), AMTA will now accept your National Certification in lieu of reporting continuing education hours. This is in addition to the previous decision by the AMTA National Board of Directors to accept national certification from NCBTMB in lieu of reporting continuing education hours.

Quick Tips

Avoiding Identity Theft

By Gerald Kinro

When natural disasters like Hurricane Katrina strike, they bring out the best in some people, and, unfortunately, the worst in others. Identity theft has become more prevalent in recent years and residents in the affected Gulf Region will be easy targets for such scams. The price is high. According to the Javelin/Better Business Bureau January 2005 survey, victims lose billions of dollars annually, not to mention the time they spend trying to resolve it and clear their names. Following are some tips from a financial institution for protecting yourself from identity theft.

1. Protect important numbers like your social security number and your credit/debit cards and checking account.
2. Watch what you throw away or let sit in your mailbox. Shred your mail, old credit/debit cards and other papers before discarding them.
3. Pay attention at cash registers. That young man or woman using the cell phone could be photographing your credit card and other information. They watch as you punch your PIN on an ATM.
4. Watch what you leave unattended at your desk. A guest or a client could get information from your desk or bulletin board while you are in with another client.
5. Be careful what information you give over the phone. Identity thieves sometimes call and ask you to provide personal information. The same goes for e-mails—don't respond to requests for personal information unless you are absolutely sure the source is authentic.
6. Be a smaller target. Keep charge and checking accounts to a minimum. A good rule of thumb is that if you have not used a card or checking account for six months, you do not need it. Cancel it.
7. Remove yourself from mailing lists. The three major credit bureaus use the same toll-free number to let consumers choose not to receive pre-screened offers. Call 888-567-8688. To remove your name from many national direct mail lists, write to Mail Preference Service, Direct Marketing Association, P.O. Box 643,Carmel, NY 10512. For a $5 charge, you may do it online at www.dmaconsumers.org.
8. Get a credit report. Every resident is entitled to a free credit report each year by each of the three major credit reporting agencies. (This report is limited and does not include your overall credit rating score. You must purchase this through one of the three consumer credit reporting agencies.) Call 877-322-8228, or visit www.annualcreditreport.com. Report and correct irregularities immediately.

web @ bytes

Another Way to Communicate with your Clients

AMTA's Member Newsletter Program helps you create your own full-color, graphic-enriched newsletter to send to your clients and prospects!

Offer your clients a free subscription to your own version *of e-touch, a massage newsletter*℠ and watch your business grow! Issues will promote the benefits of massage, what to expect at a massage and also feature stories on topics such as massage for chronic whiplash syndrome and fibromyalgia.

This program makes it easy for you to e-mail your own monthly or quarterly newsletter to your clients. AMTA has edited special editions of *e-touch* to provide you with links that you can easily send to your clients. Throughout the year, we will add six new issues for you to choose from.

You can find the Member Newsletter Program in the Members Section of the AMTA web site. Simply log on using your member ID and password (your last name), from the AMTA home page. Once in the Members Section, click on the Marketing Center link at the top page. Then scroll down and click on "Web Materials."

Periodic communication with your clients is a great way to remind them to have regular massages. Start collecting e-mail addresses of your clients and take advantage of the Member Newsletter Program today. When collecting e-mail addresses, be sure to get the individual's permission. You can do this by placing an "opt-in" checkbox adjacent to the e-mail address field.

Students: Renew Now and Save!

If you joined as a Student at the $79 annual dues rate December 1, 2004 and after, you have two options when you renew:

1. Confirm continued enrollment in your original massage therapy training program ($79 + chapter fee), or
2. Upgrade to first year Professional membership status ($199 + chapter fee).

If you upgrade to Professional membership status and can show you graduated within the last 12 months, AMTA is offering you a special promotional rate of $199, a 15 percent savings off the standard $235 rate.

For more information, go to the Members Section at www.amtamassage.org/member/stu_renew.htm. You'll be required to log in using your member ID and password (your last name). Those with a December renewal will receive the packet in the mail within the next few weeks.

And remember, becoming a Professional Member with AMTA means you commit to taking 48 hours of CE's over the next four years.

We're happy to answer any questions you might have about your membership. Please call an AMTA Member Services Representative toll free at 877-905-2700, Monday through Friday 8am to 5:30pm Central time. Or, e-mail us at info@amtamassage.org. Whether you choose option 1 or 2, we'll need documentation of your student status.

Reach Professional Excellence with AMTA.

MASSAGE THERAPY FOUNDATION

The Massage Therapy Foundation Announces 2005 Grant Recipients

Research Grant Recipients

Jane Buckle, PhD, RN
University of Pennsylvania
"Effects of Massage on Brain Function using SPECT Imaging"
$20,000

Michele Maiers, DC
Northwestern Health Sciences University
"A Pilot Study of Massage and Self-Care Education for Tension-Type Headache"
$19,935

Diane Kempson, MSW, PhD
University of Wyoming
"Massage Intervention for Hospice Families"
$20,000

Community Service Grant Recipients

Catarina Andrade
Lar da Crianca in Brazil
"Massage for a Better World"
$4,925

Tara Ballard
Presbyterian Hospital, Charlotte, North Carolina
"Outpatient Oncology Chair Massage Therapy"
$2,570

Katie Binda
Massachusetts General Hospital Cancer Center, Boston
"Self-Care Techniques for People Impacted by Cancer"
$2,902

Jessica Holte
Adiago Holistic Therapies, Minneapolis
"Returning Maya Abdominal Massage to the Latino Population"
$3,995

Cynthia Patterson
John XXIII AIDS Ministry, Monterey, California
"Sanctuary"
$3,439.50

Paula Termini
Transitions Massage, LLC, Holmes Beach, Florida
"Special Care for the Childbearing Year: Perinatal Massage"
$4,058.50

Your Contribution Matters

The Massage Therapy Foundation just hosted the first research conference on massage therapy in the United States. (Check out the next issue of *Hands On* for complete coverage.) This is a milestone for the profession! Consider making a donation to the Massage Therapy Foundation to promote collaborative research, deepen the understanding of massage therapy and to bring massage to people who need it.

The Massage Therapy Foundation is a charitable 501(c)3 organization, and your contributions are tax deductible. To donate, call 847-869-5019 or visit www.massagetherapyfoundation.org.

Announcing the 2nd Annual Student Case Report Contest

As part of the Massage Therapy Foundation's efforts to encourage research literacy, the Student Case Report Contest encourages early participation in scholarly research. Massage and bodywork students learn to write a research case report and simultaneously learn to incorporate research findings into their daily practices. This contest is proving to be a meaningful and enjoyable educational project for participating schools and for students alike. Winners are selected by a peer-review process. Schools must sign-up to participate by January 15, 2006. Case reports must be submitted by March 1, 2006.

Please visit the foundation's web site at www.massagetherapyfoundation.org for more information.

Hands On Circulation Report

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Paid circulation	52,056	53,011
Total paid circuation	52,056	53,011
Free distribution *by mail*	679	325
Free distribution *not by mail*	0	0
Total free distribution	679	325
Total distribution	52,735	53,336
Copies not distributed	855	675
TOTAL	53,590	54,011
Percent paid circulation	98.7%	99.4%

I certify that the statements made above are correct and complete.

Valerie A. Danner, Managing Editor

education

2006 Calendar

January 19-21
AMTA Council of Schools Leadership Conference and Annual Meeting
Location TBA
Contact:
877-905-2700, ext. 143
hstearns@amtamassage.org

March 4-5
AMTA Board of Directors Meeting
Chicago, IL
Contact:
877-905-2700, ext. 157
gmitchell@amtamassage.org

March 23-26
AMTA New England Regional Conference
Boxborough, MA
Contact:
401-233-8108

June 3
AMTA Board of Directors Meeting
Palm Springs, CA
Contact:
877-905-2700, ext. 157
gmitchell@amtamassage.org

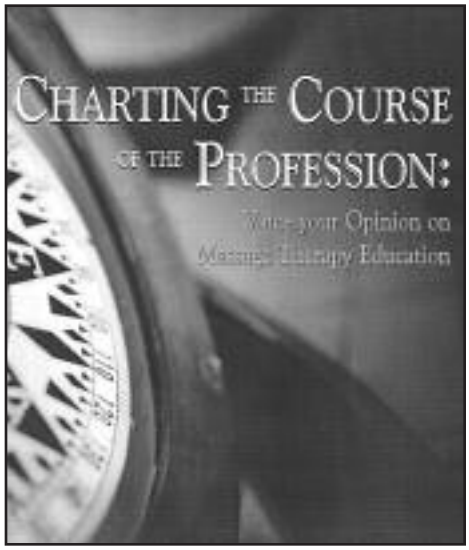
July 6-9
Chapter Volunteer Orientation Program
Evanston, IL
Contact:
877-905-2700, ext. 156
abrady@amtamassage.org

October 10
AMTA Board of Directors Meeting
Atlanta, GA
Contact:
877-905-2700, ext. 157
gmitchell@amtamassage.org

October 11-14
AMTA 2006 National Convention
Atlanta, GA
Contact:
877-905-2700, ext. 143
hstearns@amtamassage.org

"Chart the Course of the Profession" at this Year's COS Conference

Registration is now open for "Charting the Course of the Profession," the AMTA Council of Schools (COS) 2006 Leadership Conference and Annual Meeting, January 19-21.



The conference will provide school owners and administrators an opportunity to share their experiences and opinions on issues facing massage therapy education and its future direction. The keynote speaker, Mickie Rops, will discuss how health care professions have evolved. Presenters for the continuing education sessions include Robert King (IL) (Chicago School of Massage Therapy), "Highlighting Massage Therapy in CAM Research" keynote speaker Trish Dryden (Centennial College) and Bob Berlin (Academy of Healing Arts).

At this year's leadership conference, school and nonschool members, the Commission on Massage Therapy Accreditation (COMTA), the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB), the Massage Therapy Foundation and the Federation of State Massage Therapy Boards will be available to share perspectives on the future of massage therapy education and answer school members' questions in a panel presentation. The annual business meeting also will provide an update on recent COS initiatives.

Exhibits also will be available so attendees can learn about the latest products.

For more information about the COS leadership conference and annual meeting, contact Heather Stearns at hstearns@amtamassage.org or 877-905-2700, ext. 143.

Full Coverage of the 2005 National Convention

See the January/February 2006 issue for all the details!

Upcoming Deadlines
January 2, 2006 – March/April 2006
March 1, 2006 – May/June 2006

Hands On welcomes contributions from AMTA members. All submissions must include must include contact information, and may be edited for space and clarification. Hands On does not accept advertisements. Address all correspondence to:

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